

SHOUTOUT STRATEGIES



The different **shoutout strategies**

1

Omnipresence

2

Bulk

3

Shoutout Schedule

4

S4S Groups



1

OMNIPRESENCE

Omnipresence is the strategy of using a selection of accounts to run shoutouts for you **simultaneously**



This post was posted from **three different** accounts simultaneously

FROM A STRUGGLING COLLEGE

 STUDENT WITH 2 JOBS 

TO OWNING HIS DREAM CAR





superautogoals

Meet [@richardtelfofficial](#), someone that wanted to travel the world at an early age, but wasn't able to because of student loans and bills. ...

FROM A STRUGGLING COLLEGE

 STUDENT WITH 2 JOBS 

TO OWNING HIS DREAM CAR





wealthytools

Meet [@richardtelfofficial](#), someone that wanted to travel the world at an early age, but wasn't able to because of student loans and bills. ...

FROM A STRUGGLING COLLEGE

 STUDENT WITH 2 JOBS 

TO OWNING HIS DREAM CAR





keeponlearningdaily

Meet [@richardtelfofficial](#), someone that wanted to travel the world at an early age, but wasn't able to because of student loans and bills. ...



POSTS | TAGGED

FROM A STRUGGLING COLLEGE
STUDENT WITH 2 JOBS
TO OWNING HIS DREAM CAR



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2

BULK

When approaching accounts for shoutouts
never buy just one



BULK

This will **build trust** with your audience and the account, and usually give you a discount



BULK

SINGLE
\$150



BULK
\$350



3

SHOUTOUT SCHEDULE

Make sure the accounts you use know **when** to shoutout.
You can tailor the shoutout to suit when your target audience is online!



Have 3 to 4 accounts posting **across the week**
with each account posting on rotation.

This helps keep your omnipresence strategies going!

	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Sun.
Account to Post:	A	B	C	D	A	B	C



4

S4S GROUP

A **shoutout group** is an informal group of instagrammers who have come together in order to support each other by doing S4S for one another.





When you use S4S Groups you'll have a dedicated group of accounts who you can reliably depend upon to **exchange shares**



DAY 3:

PINK gets the shout out from the group



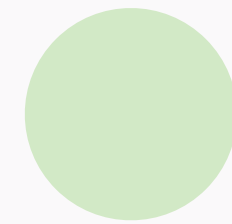
Make yourself **valuable!**



#1 Secret:

Have the groups do all the leg work!
Often, people with more followers than you join these groups.





Hey  !

Would you be interested in joining
shoutout for shoutout group?
Currently I have a group including:



- 10k followers

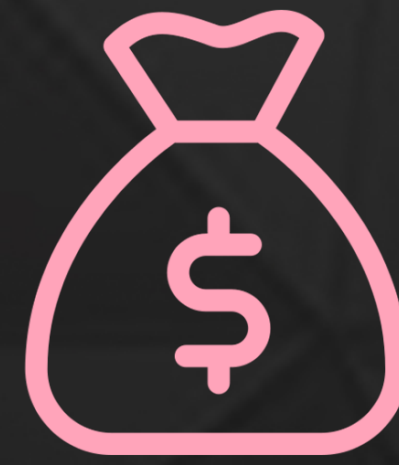


- 14k followers

me - 5k followers



Don't waste your Money!





Former Usernames

These are the changes billionairesclub__ has made to their username. These changes may help you identify whether their account is authentic or misleading.

`_billionairesclub_
8biollionaireclub_
billionaire.boysclub
4billionaireboysclub4
iced_out_club
icedout247
iced_out_s
247iced_out
_diy_hacks4u`

Be sure to check the accounts **old names** to make sure you're being promoted to the right niche!

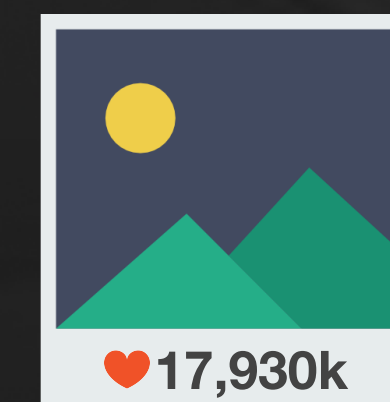
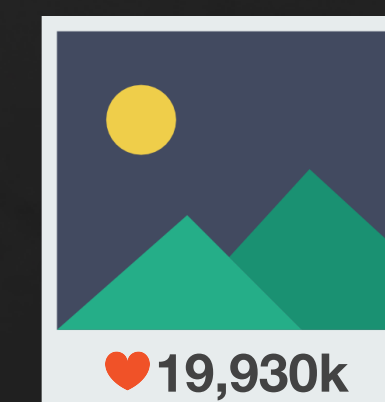
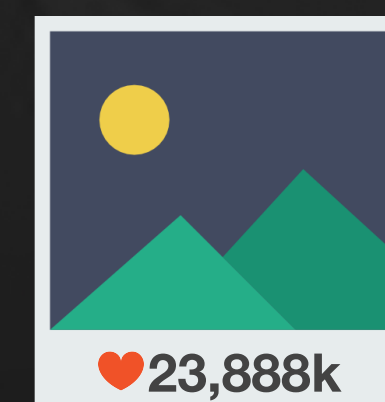
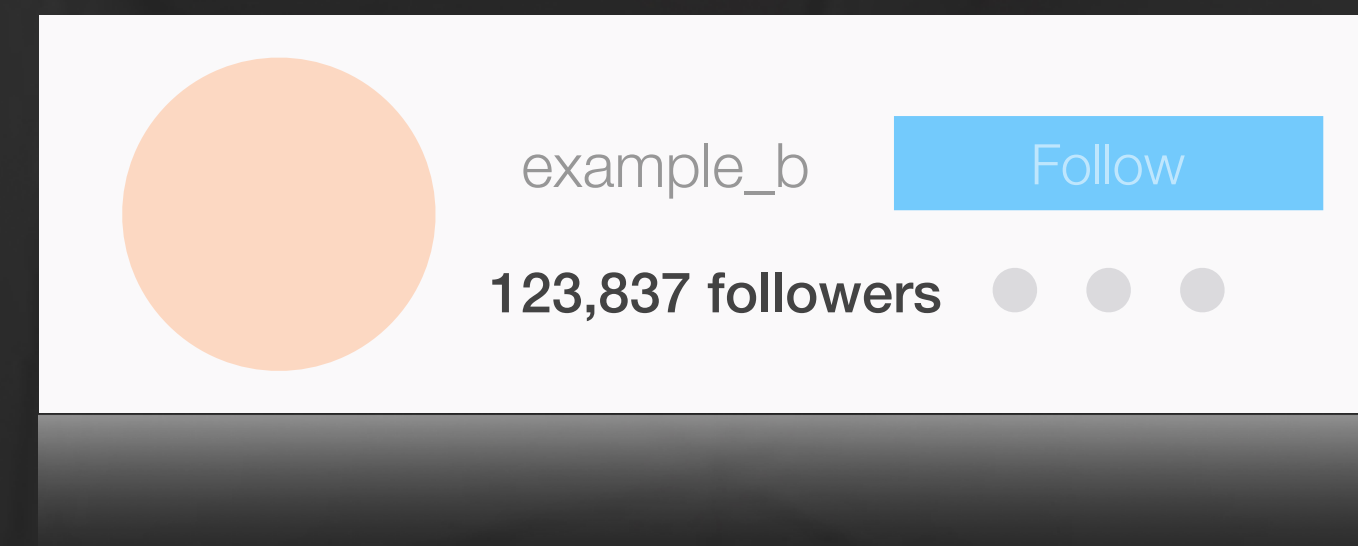
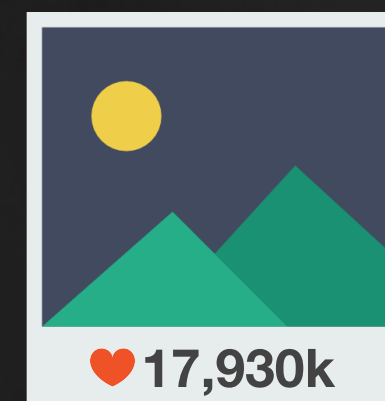
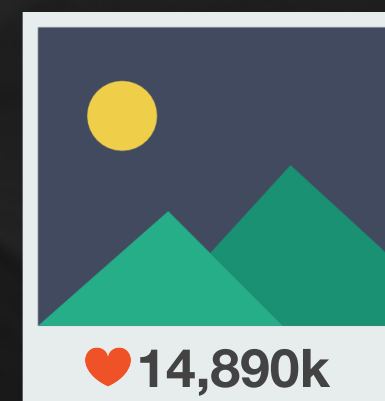
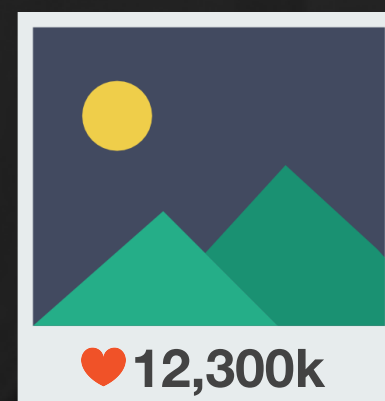
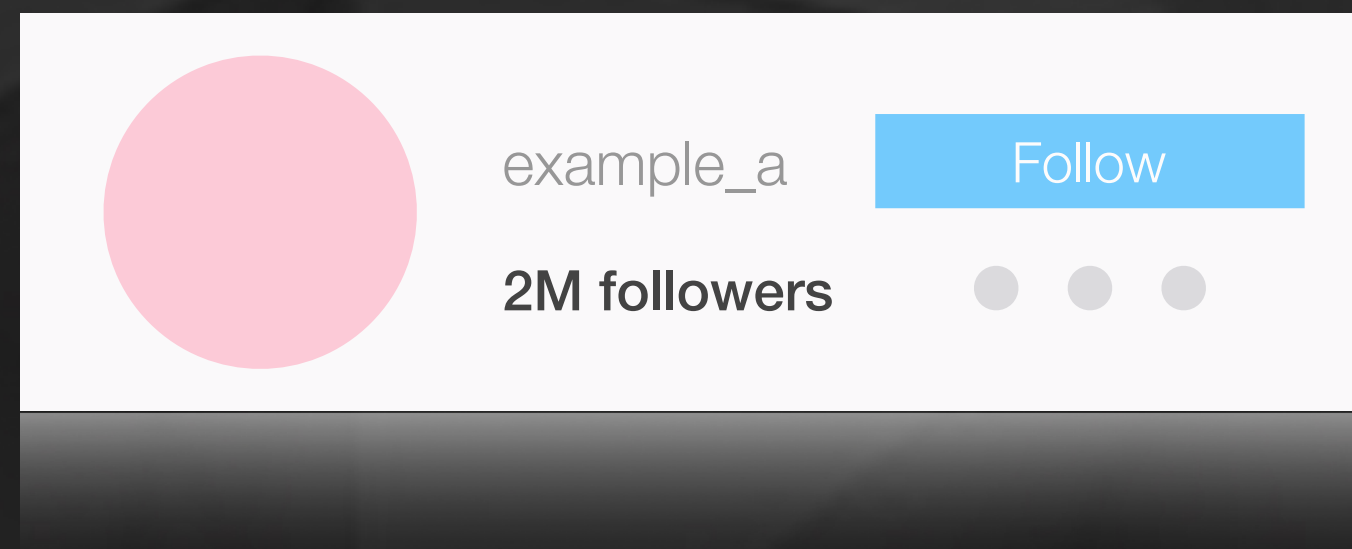




Make sure the account is **growing** and **active**.
(look at socialblade)



Check the **engagement** to see that they have good levels of interaction per number of followers



Tip #1



Ask for their stats **before** you purchase



Tip #2



The best pages to use will **ask for your content** before giving you a price or agreeing to a shoutout

